

TO: Distribution
FROM: Jim Maggie
SUBJECT: 1996 OOH BRAND SCHEDULES

DATE: November 30, 1995

The attached schedules detail currently planned 1996 PM OOH activity by market and brand. This report is designed as a reference tool to allow you to quickly determine who is running where and when, and details PM OOH activity over and above the on-going presence which Marlboro and Parliament achieve via their 12 month cycle permanent pools.

Please note that this report does not include any Hispanic, African-American and test market activity at this time. This information will be included in the next revision of this report pending resolution of outstanding issues.

The 1996 corporate pool has two less markets, Miami and San Diego, versus the 1995 pool. Given that the bulletin stock in corporate pool markets is highly valued for its location quality, the decision to drop a market from the corporate pool is made only after it becomes clear that there is insufficient OPB/Discount brand activity to fill the majority of the 12 posting cycles. When this occurs, our primary goal is to retain these high quality bulletins within the PM portfolio. To that end, we will attempt to shift some or all of the inventory to the Marlboro permanent pool if needed, and with brand approval. Such was the case in Miami.

In San Diego, all Corporate pool inventory will be occupied by a PM brand thru the first 4 cycles of 1996. As such, we will handle San Diego in the same manner that we will handle all other TBD cycles on the attached Corporate Pool schedule. First, we will attempt to secure OPB/Discount interest in open cycles as the year progresses and brand plans change. If that fails, we will attempt to sell the open cycles to Marlboro. Finally, as a last resort, we will negotiate with OOH companies to temporarily sell open cycles to other advertisers.

A summary explanation of attached exhibits follows:

EXHIBIT 1: 1996 Corporate Pool Schedule: Details OOH activity by brand within the corporate pool. By way of review, the corporate pool is a group of markets where there is sufficient demand on the part of OPB and Discount brands in any given year to justify a 12 month purchase of inventory - thus increasing the efficiency of the buy and the "location quality" of the inventory. Brands share the inventory via 30 day posting cycles.

In instances where more than one brand requires OOH in a market during the same cycle, additional inventory beyond the Corporate pool stock is purchased (noted as "OOP Brand" on the schedule).

EXHIBIT 2: 1996 Corporate Pool Media Vehicles and Showing Levels: Details all of the OOH vehicles used in the corporate pool in each of the markets, reach and frequency, showing level and the cost of that inventory for one cycle.

EXHIBIT 3: 1996 Non-Corporate Pool Market Schedules: These schedules shows all PM brand activity (not including the Marlboro Pool, Parliament Pool, Ethnic and test market activity) in all non corporate pool markets. Showing sizes are indicated.

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1996 CORPORATE POOL MARKET SCHEDULE

EXHIBIT 1

MARKET	CORPORATE	1/15-	2/15-	3/15-	4/15-	5/15-	6/15-	7/15-	8/15-	9/15-	10/15-	11/15-	12/15-	
	POOL/OOP	TYPE OF BUY	2/14/96	3/14/96	4/14/96	5/14/96	6/14/96	7/14/96	8/14/96	9/14/96	10/14/96	11/14/96	12/14/96	1/14/97
	SHOWING SIZE													
BOSTON	#90 #50/75/75/50	CORP. POOL BRAND (2) OOP BRAND	MERIT MP	BASIC BASIC	MERIT BASIC	PARL	PARL MERIT	BASIC	MERIT BASIC	MERIT BASIC	BASIC MP	PARL	PARL	
NEW YORK/NJ	#100 #50/75/75	CORP. POOL BRAND OOP BRAND	MERIT MP	VS TBD	MERIT MERIT	VS	MERIT VS	VS	MERIT MERIT	VS	MP MERIT	VS	VS	
PHILADELPHIA	#70 #50	CORP. POOL BRAND OOP BRAND	MERIT MP	TBD MR	MERIT MERIT	PARL	MERIT PARL	MERIT PARL	MERIT MERIT	MERIT MERIT	MP MP	PARL	PARL	
BALTIMORE	#86 #50/75/75	CORP. POOL BRAND OOP BRAND	MERIT MP	VS TBD	MERIT MERIT	VS	MERIT VS	VS	MERIT MERIT	VS	MP MERIT	VS	VS	
WASHINGTON	#60 #50/75/75	CORP. POOL BRAND OOP BRAND	MERIT MP	VS TBD	MERIT MERIT	VS	MERIT VS	VS	MERIT MERIT	VS	MP MERIT	VS	VS	
RICHMOND	#85 #75/50/75/75/75 #75/75/50	CORP. POOL BRAND OOP BRAND OOP BRAND	MP(1) MERIT	BASIC VS	BASIC BASIC	MERIT VS	VS	BASIC VS	VS	BASIC BASIC	VS	VS	VS	VS
ATLANTA	#70 #50/75/50	CORP. POOL BRAND OOP BRAND	MP(1) VS	BASIC VS	BASIC BASIC	BASIC VS	VS	BASIC VS	VS	BASIC BASIC	BASIC MP	VS	VS	
DALLAS	#70 #50/75/50	CORP. POOL BRAND OOP BRAND	MP(1) VS	BASIC VS	BASIC BASIC	BASIC VS	VS	BASIC VS	VS	BASIC BASIC	BASIC MP	VS	VS	
CHICAGO	#50 #50/75/50	CORP. POOL BRAND OOP BRAND	MERIT MP	VS TBD	MERIT MERIT	VS	MERIT VS	VS	MERIT MERIT	VS	MP MERIT	VS	VS	
LOS ANGELES	#60 #50/75/50/50	CORP. POOL BRAND OOP BRAND	MP(1) VS	BASIC VS	BASIC MR	BASIC VS	VS	BASIC VS	VS	BASIC BASIC	BASIC MR	VS	VS	
NOTES:														
MP= MARLBORO PROMOTION, MR= MARLBORO RACING, M= MARLBORO MAINLINE														
1)= MARLBORO MAINLINE WILL UTILIZE ALL 20 X 60'S IN ALL MP CORP POOL MKTS DURING 1/15 CYCLE. MP WILL UTILIZE THE BALANCE OF THE BULLETINS														
2)= OOP SHOWING LEVELS ARE LISTED IN ORDER OF BRAND APPEARANCE IN THE MARKET, I.E. BOSTON: MP=#50, BASIC=#75, MERIT=#75														
SHOWING: A SHOWING LEVEL IS THE EQUIVALENT OF THE PERCENTAGE OF ADULTS 18+ THAT ARE REACHED IN A GIVEN MARKET ON A GIVEN DAY. FOR EXAMPLE, IN A MARKET WITH ONE MILLION PEOPLE 18+, A #50 SHOWING WILL DELIVER 500,000 DAILY EXPOSURES OR THE EQUIVALENT OF 50% OF THAT POPULATION.														

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11/30/96

1996 CORPORATE POOL
(AS OF 11/27/95)

Exhibit 2

<u>T/A</u>		<u>Qty.</u>	<u>Vehicle</u>	<u>Est. Show</u>	<u>Cost (M)</u>
1B0	Boston		87R 29F	83	189.2
		9	Bulletins	14	88.8
		63	30-Sheets	15	37.2
		387	Taxi Tops	50	54.0
		2	Bulletin	4	9.2
1H0	New York		88R 33F	106	440.5
		27	Bulletins	36	248.0
		25	Parking Garages	N/A	15.0
		575	Taxi Tops	70	84.9
		12	Bulletins	17	80.0
1I0	Philadelphia	1	Bulletins	10	4.1
			86R 22F	66	98.3
		14	Bulletins	32	54.4
		75	30-Sheets	26	36.9
		20	Bus Shelters	8	7.0
2A0	Baltimore		88R 29F	85	52.1
		79	30-Sheets	75	36.2
		4	Bulletins	10	15.9
			85R 25F	60	89.3
		4	Bulletins	8	16.3
2B0	Washington	55	30-Sheets	30	41.4
		48	Bus Shelters	22	31.6
			88R 27F	86	22.9
		4	Bulletins	36	16.3
		20	30-Sheets	50	6.6
2J0	Atlanta		86R 23F	70	64.4
		12	Bulletins	25	47.0
		30	30-Sheets	25	7.8
		24	Bus Shelters	20	9.6
			86R 23F	70	66.1
3N0	Dallas/Ft. Worth	10	Bulletins	20	27.9
		91	30-Sheets	50	38.2
			84R 18F	51	137.9
		19	Bulletins	41	118.3
		34	30-sheets	10	17.2
4L0	Chicago	1	Bulletin	10	2.4
			84R 17F	54	220.9
		34	Bulletins	13	161.6
		120	30-Sheets	35	47.4
		30	Bus Shelters	6	11.9
5L0	Los Angeles		84R 17F	54	220.9
		34	Bulletins	13	161.6
		120	30-Sheets	35	47.4
		30	Bus Shelters	6	11.9

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1996 NON-CORPORATE POOL SCHEDULE

EXHIBIT III

<u>Market</u>	<u>* Showing</u>	15-Jan	15-Feb	15-Mar	15-Apr	15-May	15-Jun	15-Jul	15-Aug	15-Sep	15-Oct	15-Nov	15-Dec
ALBANY	50/50	MP	-	-	-	-	-	B	B	-	MP,B	-	-
	75/50	T	-	-	T	-	T	-	T	-	-	-	-
	75	-	B	B	B	-	-	-	-	-	-	-	-
ALBUQUERQUE	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	-	B	B	B	-	-	B	B	-	B	-	-
BIRMINGHAM	50/50	MP	-	-	-	-	-	VS	-	VS	MP	VS	VS
	75/50	-	B	B	B	-	-	B	B	-	B	-	-
	75	-	-	-	-	VS	VS	-	-	-	-	-	-
BUFFALO	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	-	B	B	B	-	MR	B	B	-	B	-	-
CHARLOTTE	50/50	MP	VS	-	-	-	-	VS	-	VS	MP	VS	VS
	75/50	-	B	B	B	-	-	B	B	-	B	-	-
	75	-	-	-	-	VS	VS	-	-	-	-	-	-
CINCINNATI	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	B	B	B	B	B	B	B	B	B	B	B	-
CLEVELAND	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
	75/50	-	-	-	-	-	-	MR	-	-	-	-	-
COLUMBIA	50/50	MP	B	B	B	VS	VS	VS,B	B	VS	MP,B	VS	VS
COLUMBUS	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
	75/50	-	-	-	-	-	-	MR	-	-	-	-	-
DENVER	50/50	MP,T	B	B	T,B	-	T	B	T,B	T	MP,B	-	-

MP=Marlboro Promotions, MR=Marlboro Racing, VS=Virginia Slims, T=Merit, B=Basic

OOHPREM.XLS 1

11/28/95

* The first number listed indicates the showing for the primary market in the trading area, the 2nd number represents showing levels for all remaining purchased sub-markets within the trading area.

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<u>Market</u>	<u>* Showing</u>	<u>15-Jan</u>	<u>15-Feb</u>	<u>15-Mar</u>	<u>15-Apr</u>	<u>15-May</u>	<u>15-Jun</u>	<u>15-Jul</u>	<u>15-Aug</u>	<u>15-Sep</u>	<u>15-Oct</u>	<u>15-Nov</u>	<u>15-Dec</u>
DES MOINES	50/50	MP,T	B	B	T,B	-	T	B	T,B	T	MP,B	-	-
DETROIT	50/50	MP	B	B	B	-	MR	MR	VS,B	B	VS	MP,B	VS
	75/50	-	-	-	-	VS	VS	-	-	-	-	-	-
	75	-	-	-	-			-	-	-	-	-	-
FRESNO	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	-	B	B	B			B	B	-	B	-	-
GRAND RAPIDS	50/50	MP	-	-	-	-	MR	MR	B	B	-	MP	-
	75/50	-	B	B	B				-	-	-	B	-
GREEN BAY	50/50	MP	-	-	-	-	MRT	B	B,T	T	MP	-	-
	75/50	T	B	B	T,B	-			-	-	B,T	-	-
GREENVILLE	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
HARRISBURG	50/50	MP	-	-	-	-	-	B	B	-	MP,B	-	-
	75	-	B	B	B	-	-	-	-	-	-	-	-
HARTFORD	50/50	MP	-	-	-	-	-	B	B	-	MP,B	-	-
	75/50	T	-	-	T	-	T	-	T	T	T	-	-
	75	-	B	B	B	-	-	-	-	-	-	-	-
HAWAII	50/50	-	VS	-	-	VS	VS	VS	-	VS	-	VS	VS
HOUSTON	50/50	MP	-	-	-	-	VS	VS	-	VS	MP	VS	VS
	75	-	-	-	-			-	-	-	-	-	-
INDIANAPOLIS	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	-	B	B	MR,B	-	-	B	B	-	B	-	-
JACKSON	50/50	MP	B	B	B	-	VS	VS	VS,B	B	VS	MP,B	VS
	75	-	-	-	-			-	-	-	-	-	-

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OOHPREM.XLS 2

11/28/95

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Market	* Showing	15-Jan	15-Feb	15-Mar	15-Apr	15-May	15-Jun	15-Jul	15-Aug	15-Sep	15-Oct	15-Nov	15-Dec
JACKSONVILLE	50/50	MP	VS	-	-	-	-	VS	-	VS	MP	VS	VS
	75/50	-	B	B	B	-	-	B	B	-	B	-	-
	75	-	-	-	-	VS	VS	-	-	-	-	-	-
KANSAS CITY	50/50	MP,T	-	-	T	-	T	-	T	T	MP	-	-
	75/50	-	B	B	B	-	-	B	B	-	B	-	-
KNOXVILLE	50/50	MP	-	-	-	-	-	VS	-	VS	MP	VS	VS
	75/50	B	B	B	B	B	B	B	B	B	B	B	-
	75	-	-	-	-	VS	VS	-	-	-	-	-	-
LAKE CHARLES	50/50	MP	VS,B	B	B	VS	VS	VS,B	B	VS	MP,B	VS	VS
LEXINGTON	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	B	B	B	B	B	B	B	B	B	B	B	-
	75	-	-	-	-	-	-	-	-	-	-	-	-
LITTLE ROCK	50/50	MP,B	B	B	B	B	B	B	B	B	MP,B	B	-
LOUISVILLE	50/50	MP,B	B	B	B	B	B	B	B	B	MP,B	B	-
MIAMI	75/50	-	MR	-	-	-	-	-	-	-	-	-	-
MIDLAND	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
MILWAUKEE	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	T	-	-	T	MR	MR,T	-	T	T	-	-	-
MINNEAPOLIS	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
	75/50	T	-	-	T	-	T	-	T	T	T	-	-
NASHVILLE	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-

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11/28/95

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2071449733

<u>Market</u>	<u>* Showing</u>	<u>15-Jan</u>	<u>15-Feb</u>	<u>15-Mar</u>	<u>15-Apr</u>	<u>15-May</u>	<u>15-Jun</u>	<u>15-Jul</u>	<u>15-Aug</u>	<u>15-Sep</u>	<u>15-Oct</u>	<u>15-Nov</u>	<u>15-Dec</u>
NEW ORLEANS	50/50 75/50	MP -	VS,B -	B -	B -	- VS	- VS	VS,B -	B -	VS -	MP,B -	VS -	VS -
OKLAHOMA CITY	50/50 75/50	MP -	- B	- B	- B	- -	- -	- B	- B	- -	MP B	- -	- -
OMAHA	50 50	MP,T -	- B	- B	T B	- -	T -	- B	T B	T -	MP B	- -	- -
ORLANDO	50/50	MP	B	B	B	- -	- -	B	B	- -	MP,B	- -	- -
PADUCAH	50/50 75/50	MP -	- B	- B	- B	- -	- -	- B	- B	- -	MP B	- -	- -
PENSACOLA	50/50 75/50	MP -	- B	- B	- B	- -	- -	- B	- B	- -	MP B	- -	- -
PEORIA	50/50 75/50	MP,B -	B -	B -	B -	B -	B MR	B -	B -	B -	MP,B	B -	- -
PHOENIX	50/50 75/50	MP -	- B	- B	- B	- -	- -	- B	- B	- -	MP B	- -	- -
PITTSBURGH	50/50	MP,B	VS,B	B	B	VS,B	VS,B	VS,B	B	VS,B	MP,B	VS,B	VS
PORLAND	50/50 75/50	MP B	- B	- B	- B	- MR,B	- B	- B	- B	- B	MP B	- B	- -
RALEIGH	50/50 75/50	MP -	VS B	- B	- B	VS -	VS -	VS B	- B	VS -	MP B	VS -	VS -
RHODE ISLAND	50/50 75/50	MP T	- -	- -	- T	- -	- T	- -	- T	- T	MP T	- -	- -

Parliament

Philly / NY / Boston

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11/28/95

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Market	* Showing	15-Jan	15-Feb	15-Mar	15-Apr	15-May	15-Jun	15-Jul	15-Aug	15-Sep	15-Oct	15-Nov	15-Dec
SACRAMENTO	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	B	B	B	B	B	B	B	B	B	B	B	-
	75	-	-	-	-	-	-	-	-	-	-	-	-
SAGINAW	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
SALT LAKE CITY	50/50	MP,T	-	-	T	-	T	-	T	T	MP	-	-
SAN ANTONIO	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
SAN DIEGO	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
SAN FRANCISCO	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
	75/50	-	-	-	-	-	-	-	-	MR	-	-	-
SAVANNAH	50/50	MP	B	B	B	-	-	B	B	-	MP,B	-	-
SEATTLE	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	B	B	B	B	B	B	B	B	B	B	B	-
SIOUX FALLS	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	-	B	B	B	-	-	B	B	-	B	-	-
SPOKANE	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	B	B	B	B	B	B	B	B	B	B	B	-
SPRINGFIELD	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	-	B	B	B	-	-	B	B	-	B	-	-
ST. LOUIS	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	-	B	B	B	-	-	B	B	-	B	-	-
SYRACUSE	50/50	MP	-	-	-	-	-	-	-	-	MP	-	-
	75/50	-	B	B	B	-	-	B	B	-	B	-	-

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11/28/95

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Market	* Showing	15-Jan	15-Feb	15-Mar	15-Apr	15-May	15-Jun	15-Jul	15-Aug	15-Sep	15-Oct	15-Nov	15-Dec
TAMPA	50/50 75	MP,T -	-	-	T -	-	T VS	VS VS	T -	VS,T -	MP -	VS -	VS -
TOLEDO	50/50 75/50	MP -	-	-	-	-	-	MR -	B -	B -	MP B	-	-
TULSA	50/50 75/50	MP -	-	-	-	-	-	-	B -	B -	MP B	-	-
WACO/TEMPLE	50/50 75	MP,B -	B -	B -	B -	B -	B -	B -	B -	B -	MP,B -	B -	-

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OOHPREM.XLS 6

11/28/95

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